

Abstract of the Disclosure

5 A document is operatively coupled to a printing device, either directly or through a network such as the Internet. A print schedule is stored that keeps track of when a document should be printed on the printing device. When the print schedule indicates the document should be printed, the document is automatically transmitted to the printing device without user intervention. The printing device automatically
10 prints the document, again without user intervention. The document can be stored on a electronic device, such as a personal computer connected to the printing device, or can be stored on a document server accessible to the printing device through the Internet. A user profile is stored that contains information about the recipient of the document, such as name, email address, household income, and interests. This user
15 profile is updated when a document is printed on the printing device. This user profile can be used to select specific information of interest to the user to be included in a personalized document. Since advertising can also be included in the document, the user profile can also be used to select advertising likely to be of interest to the user to be included in the personalized document. A product can be subsidized for a
20 user, based on the information contained in the user profile. For example, if a user profile indicates that a specific user has printed a specific number of "preferred" documents, such as those documents containing advertising or otherwise under the control of the document delivery system, a product such as a print consumable, such as an inkjet cartridge or a laser toner cartridge, can automatically be sent to the user.
25 Likewise, printable media such as paper can also automatically be sent to user. Alternatively, coupons for free or discounted products such as those described above can be mailed, sent electronically, or otherwise distributed to the user.